

### **REMARKS**

Claims 1, 8, 16, 25, 34, and 37 have been amended. Applicant respectfully traverses the Office's rejections and, in view of the foregoing amendments and the following remarks, respectfully requests that the Office issue a Notice of Allowance.

### **§ 103 REJECTIONS**

Claims 1, 2, 8-10, 16-19, 25-28, and 34-38 stand rejected under 35 U.S.C. § 103(a) as being obvious over Enin, Batch Launcher 1.0 (hereinafter, "Enin") in view of Andy Rathbone, Windows XP for Dummies® (hereinafter, "Rathbone").

Claims 3-7, 11-15, 20-24, and 29-33 stand rejected under 35 U.S.C. § 103(a) as being obvious over Enin in view of Rathbone in further view of Langer, Mac OS X 10.1, Visual Quickstart Guide (hereinafter, "Langer").

Applicant respectfully traverses the rejection. Nevertheless, Applicant has amended each of the independent claims for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections.

### **THE CLAIMS**

**Claim 1** recites a user interface displayed on a display device of a computing device, the user interface configured to be displayed after a user has selected one of multiple selectable logon controls on a user interface logon page, each of the multiple selected logon controls corresponding to a respective user of the computing device, the user interface comprising:

- a desktop selection control configured to allow selection of one of a plurality of desktop environments associated with the user

corresponding to the selected selectable logon control from the user interface logon page, each of the plurality of desktop environments corresponding to a different user persona of the user corresponding to the selected selectable logon control;

- a selectable control configured to initiate that multiple applications start together and in response to a single user input; and
- selectable configurations each configured for a user selection to designate a multiple application start-up configuration.

In making out a rejection of claim 1, the Office states that the combination of Enin and Rathbone renders this claim obvious. Applicant respectfully disagrees. Nevertheless, for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections, Applicant has amended this claim as discussed during the afore-mentioned interview. Applicant thus submits that the references of record at least fail to disclose or suggest the language added to this claim. During the interview, Applicant understood the Office to agree. Applicant thanks the Office for this indication.

For at least these reasons, this claim stands allowable.

**Claims 2-7** depend from claim 1 and, as such, the remarks made above in regards to claim 1 apply equally to these claims. These claims are also allowable for their own recited features, which the references of record have not been shown to disclose, teach, or suggest.

**Claim 8** recites a user interface displayed on a display device of a computing device, the user interface configured to be displayed after a user has selected one of multiple selectable logon controls on a user interface logon page, each of the multiple selected logon controls corresponding to a respective user of the computing device, the user interface comprising:

- a desktop selection control configured to allow selection of one of a plurality of desktop environments associated with the user corresponding to the selected selectable logon control from the user interface logon page, each of the plurality of desktop environments corresponding to a different user persona of the user corresponding to the selected selectable logon control; and
- a user interface selectable control configured for user selection to start multiple application programs together and in response to a single user input.

In making out a rejection of claim 8, the Office states that the combination of Enin and Rathbone renders this claim obvious. Applicant respectfully disagrees. Nevertheless, for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections, Applicant has amended this claim as discussed during the afore-mentioned interview. Applicant thus submits that the references of record at least fail to disclose or suggest the language added to this claim. During the interview, Applicant understood the Office to agree. Applicant thanks the Office for this indication.

For at least these reasons, this claim stands allowable.

**Claims 9-15** depend from claim 8 and, as such, the remarks made above in regards to claim 8 apply equally to these claims. These claims are also allowable for their own recited features, which the references of record have not been shown to disclose, teach, or suggest.

**Claim 16** recites a method, comprising:

- receiving a user selection of a selectable logon control on a user interface logon page, the selectable logon control associated with a user;
- receiving a user selection of a desktop environment from a plurality of desktop environments associated with the user, each of the

plurality of desktop environments corresponding to a different user persona;

- receiving a user selection corresponding to a user interface selectable control which initiates multiple applications together and in response to a single user input; and
- starting the multiple applications in response to receiving the user selection.

In making out a rejection of claim 16, the Office states that the combination of Enin and Rathbone renders this claim obvious. Applicant respectfully disagrees. Nevertheless, for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections, Applicant has amended this claim as discussed during the afore-mentioned interview. Applicant thus submits that the references of record at least fail to disclose or suggest the language added to this claim. During the interview, Applicant understood the Office to agree. Applicant thanks the Office for this indication.

For at least these reasons, this claim stands allowable.

**Claims 17-24** depend from claim 16 and, as such, the remarks made above in regards to claim 16 apply equally to these claims. These claims are also allowable for their own recited features, which the references of record have not been shown to disclose, teach, or suggest.

**Claim 25** recites one or more computer readable storage media comprising computer executable instructions that, when executed, direct a computing system to:

- process a user selection of a selectable logon control on a user interface logon page, the selectable logon control associated with a user;

- process a user selection of a desktop environment from a plurality of desktop environments associated with the user, each of the plurality of desktop environments corresponding to a different user persona;
- process a user selection corresponding to a user interface selectable control which initiates multiple applications together and in response to a single user input; and
- start the multiple applications in response to receiving the user selection.

In making out a rejection of claim 25, the Office states that the combination of Enin and Rathbone renders this claim obvious. Applicant respectfully disagrees. Nevertheless, for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections, Applicant has amended this claim as discussed during the afore-mentioned interview. Applicant thus submits that the references of record at least fail to disclose or suggest the language added to this claim. During the interview, Applicant understood the Office to agree. Applicant thanks the Office for this indication.

For at least these reasons, this claim stands allowable.

**Claims 26-33** depend from claim 25 and, as such, the remarks made above in regards to claim 25 apply equally to these claims. These claims are also allowable for their own recited features, which the references of record have not been shown to disclose, teach, or suggest.

**Claim 34** recites a method, comprising:

- receiving a user selection of a selectable logon control on a user interface logon page, the selectable logon control associated with a user;
- receiving a user selection of a desktop environment from a plurality of desktop environments associated with the user, each of the

plurality of desktop environments corresponding to a different user persona;

- receiving multiple user selections each configured to initiate an application program;
- receiving a single user input to initiate multiple application programs, each of the multiple application programs corresponding to one of the multiple user selections; and
- starting the multiple application programs together and in response to the single user input.

In making out a rejection of claim 34, the Office states that the combination of Enin and Rathbone renders this claim obvious. Applicant respectfully disagrees. Nevertheless, for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections, Applicant has amended this claim as discussed during the afore-mentioned interview. Applicant thus submits that the references of record at least fail to disclose or suggest the language added to this claim. During the interview, Applicant understood the Office to agree. Applicant thanks the Office for this indication.

For at least these reasons, this claim stands allowable.

**Claims 35-36** depend from claim 34 and, as such, the remarks made above in regards to claim 34 apply equally to these claims. These claims are also allowable for their own recited features, which the references of record have not been shown to disclose, teach, or suggest.

**Claim 37** recites one or more computer readable storage media comprising computer executable instructions that, when executed, direct a computing system to:

- receive a user selection of a selectable logon control on a user interface logon page, the selectable logon control associated with a user;
- receive a user selection of a desktop environment from a plurality of desktop environments associated with the user, each of the plurality of desktop environments corresponding to a different user persona;
- receive multiple user selections each configured to initiate an application program;
- process a single user input to initiate starting multiple application programs together, each of the multiple application programs corresponding to one of the multiple user selections; and
- start the multiple application programs in response to receiving the single user input.

In making out a rejection of claim 37, the Office states that the combination of Enin and Rathbone renders this claim obvious. Applicant respectfully disagrees. Nevertheless, for the sole purpose of expediting allowance and without conceding the propriety of the Office's rejections, Applicant has amended this claim as discussed during the afore-mentioned interview. Applicant thus submits that the references of record at least fail to disclose or suggest the language added to this claim. During the interview, Applicant understood the Office to agree. Applicant thanks the Office for this indication.

For at least these reasons, this claim stands allowable.

**Claim 38** depends from claim 37 and, as such, the remarks made above in regards to claim 37 apply equally to this claim. This claim is also allowable for its own recited features, which the references of record have not been shown to disclose, teach, or suggest.

## CONCLUSION

For at least the foregoing reasons, claims 1-38 are in condition for allowance. Applicant respectfully requests reconsideration and withdrawal of the rejections and an early Notice of Allowance. If any issue remains unresolved that would prevent allowance of this case, Applicant respectfully requests the Office to contact the undersigned attorney to resolve the issue.

Respectfully Submitted,

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